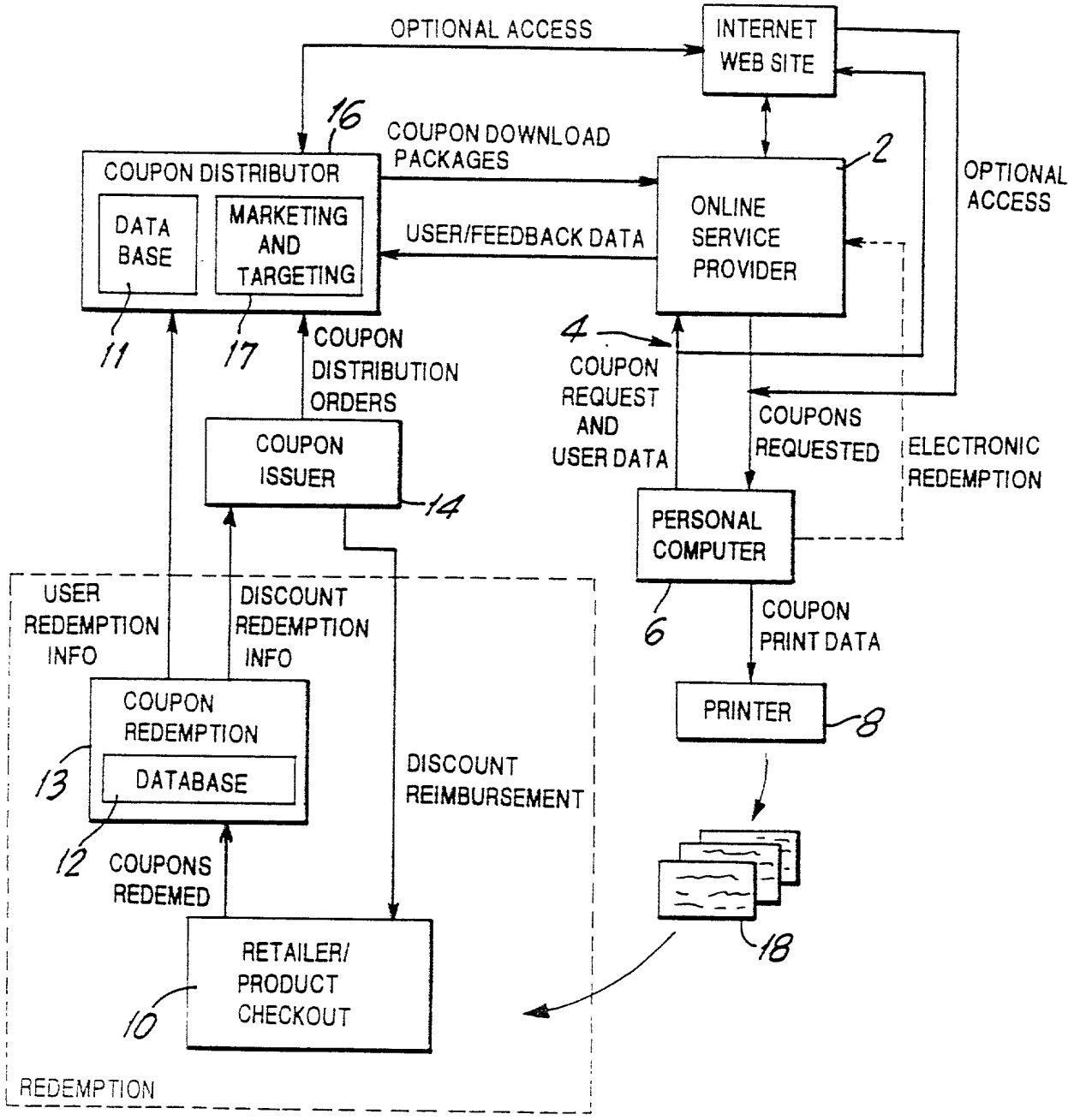
OPTIONAL ACCESS
INTERNET WEB SITE
16
COUPON DOWNLOAD PACKAGES
COUPON DISTRIBUTOR
DATA BASE
MARKETING AND TARGETING
USER/FEEDBACK DATA
ONLINE SERVICE PROVIDER
2
OPTIONAL ACCESS
11
17
COUPON DISTRIBUTION ORDERS
4
COUPON REQUEST AND USER DATA
COUPONS REQUESTED
ELECTRONIC REDEMPTION
COUPON ISSUER
14
PERSONAL COMPUTER
6
COUPON PRINT DATA
USER REDEMPTION INFO
DISCOUNT REDEMPTION INFO
PRINTER
8
COUPON REDEMPTION
13
DATABASE
DISCOUNT REIMBURSEMENT
12
COUPONS REDEMED
18
RETAILER/ PRODUCT CHECKOUT
10
REDEMPTION

FIG.1

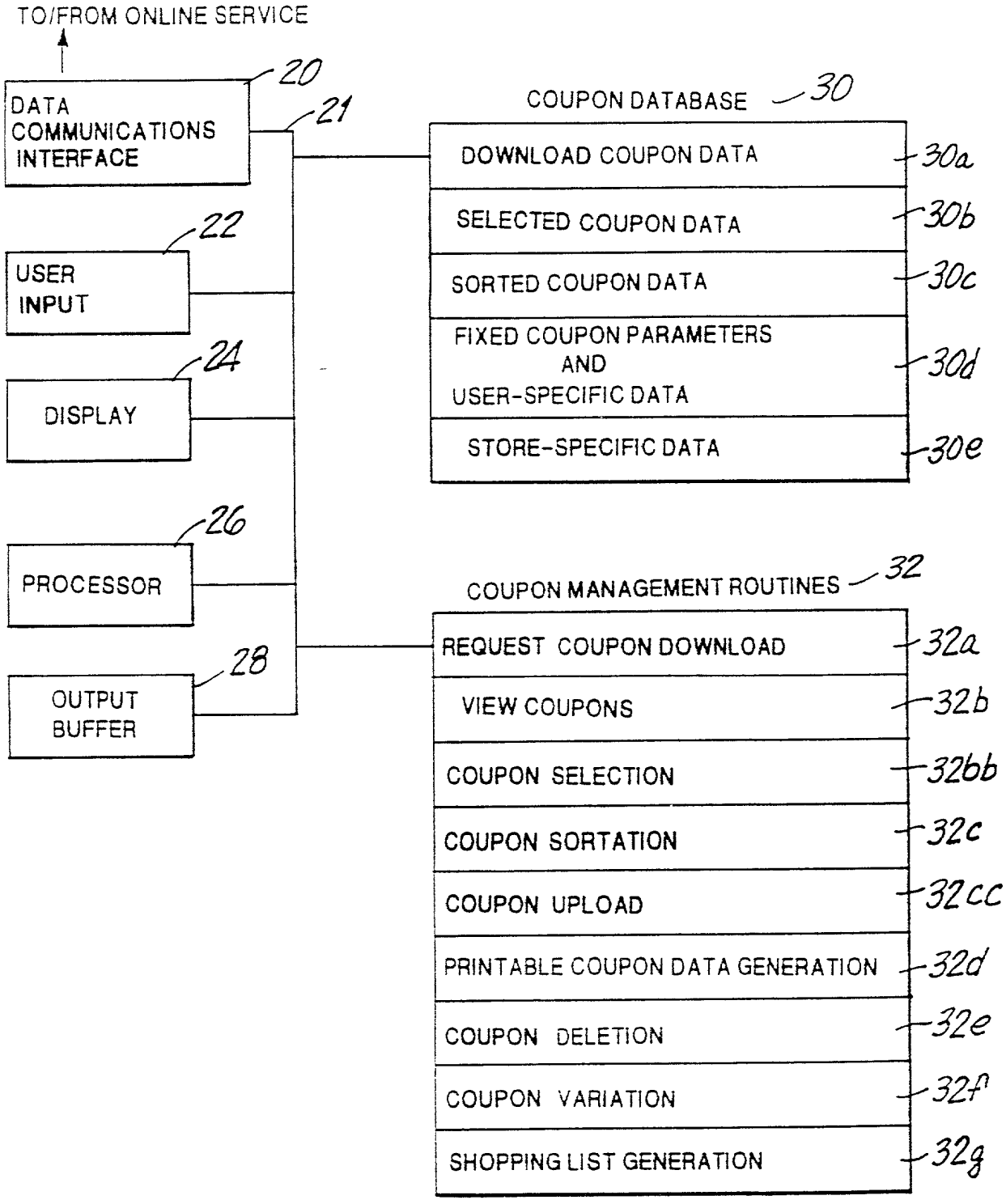
TO/FROM ONLINE SERVICE
DATA COMMUNICATIONS INTERFACE
20
21
USER INPUT
22
DISPLAY
24
PROCESSOR
26
OUTPUT BUFFER
28
COUPON DATABASE
30
DOWNLOAD COUPON DATA
30a
SELECTED COUPON DATA
30b
SORTED COUPON DATA
30c
FIXED COUPON PARAMETERS AND USER-SPECIFIC DATA
30d
STORE-SPECIFIC DATA
30e
COUPON MANAGEMENT ROUTINES
32
REQUEST COUPON DOWNLOAD
32a
VIEW COUPONS
32b
COUPON SELECTION
32bb
COUPON SORTATION
32c
COUPON UPLOAD
32cc
PRINTABLE COUPON DATA GENERATION
32d
COUPON DELETION
32e
COUPON VARIATION
32f
SHOPPING LIST GENERATION
32g

FIG. 2

EXPIRATION DATE	REDEMPTION AMOUNT	COMPANY AND PRODUCT DATA	UPC CODE	REDEMPTION ADDRESS	OFFER DESCRIPTION

VARIABLE COUPON DATA FIELDS

BORDER GRAPHICS	REDEMPTION INSTRUCTIONS	USER ID BAR CODE

FIXED COUPON DATA FIELDS

FIG. 3

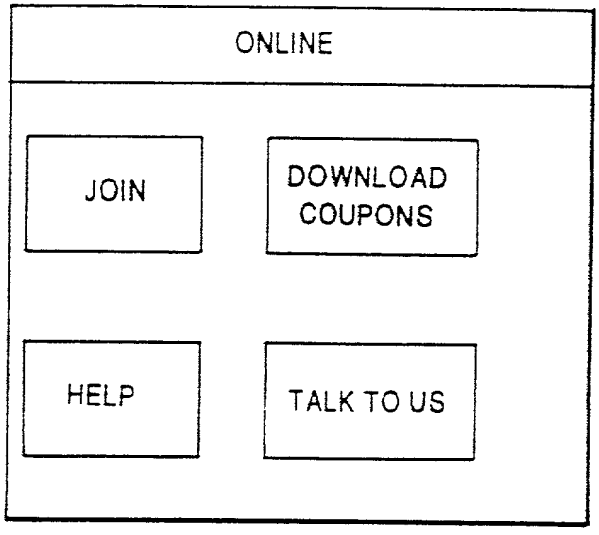

FIG. 4A

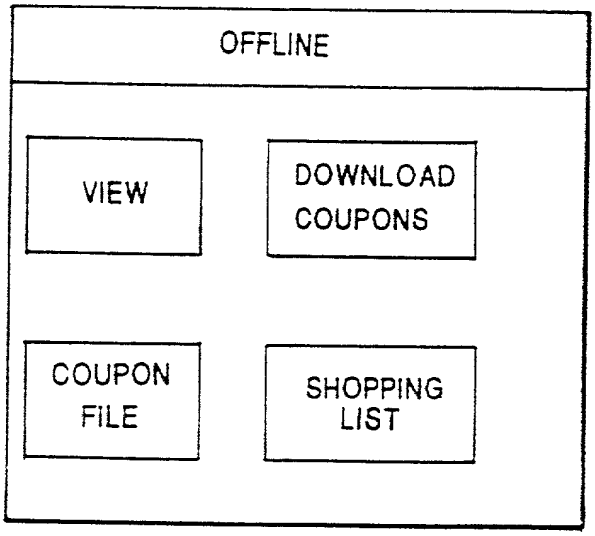

FIG. 4B

80
72
74
50¢
Coupons Online
50¢
Save 50¢
Kariba Farms
Sun Dried Mangoes
8oz. or larger cello bag
84
90
82
MANUFACTURER'S COUPON
EXPIRES 3/31/95
88
86
78
76
70

FIG. 5

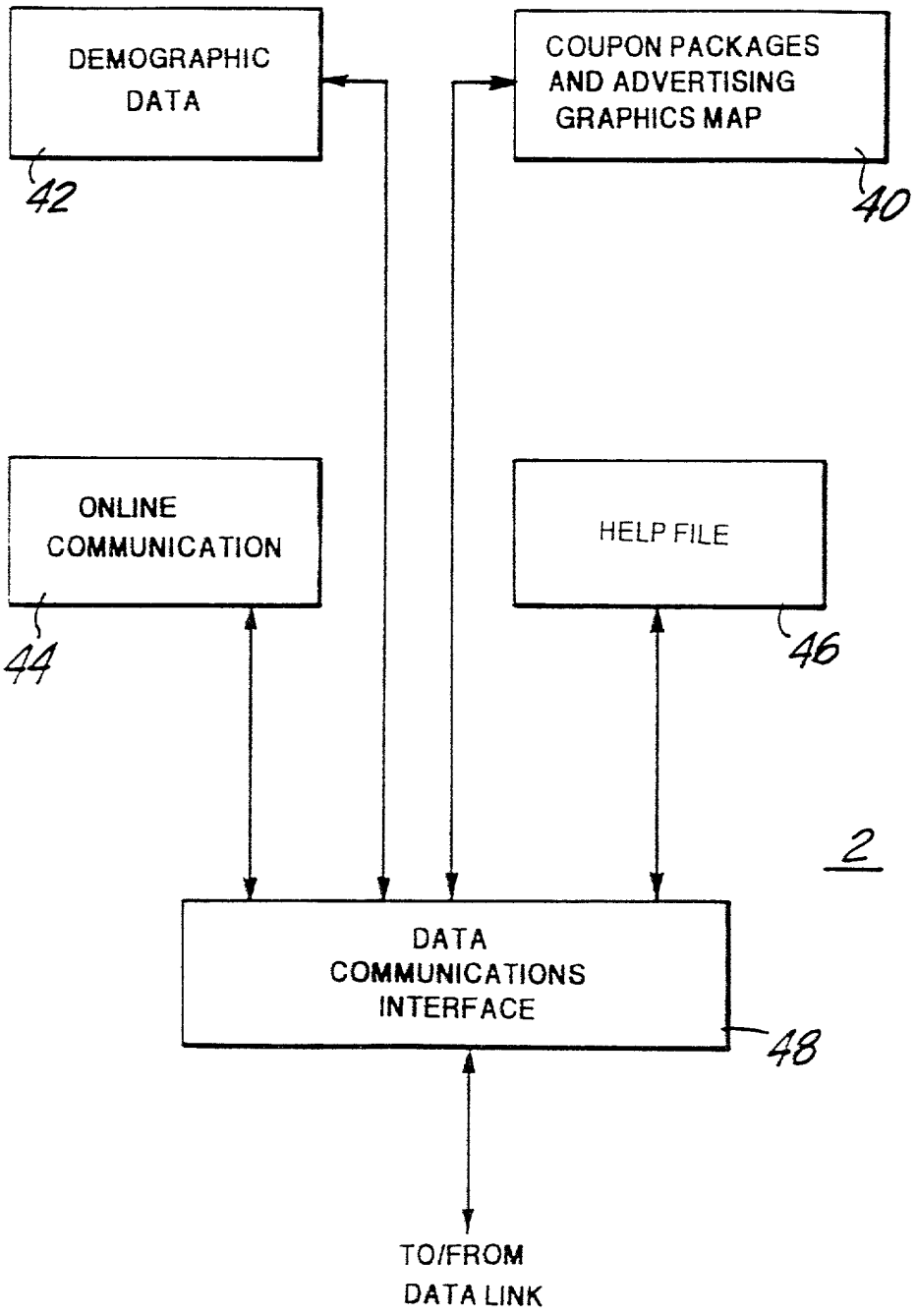
DEMOGRAPHIC DATA
42
COUPON PACKAGES AND ADVERTISING GRAPHICS MAP
40
ONLINE COMMUNICATION
44
HELP FILE
46
2
DATA COMMUNICATIONS INTERFACE
48
TO/FROM DATA LINK

FIG.6

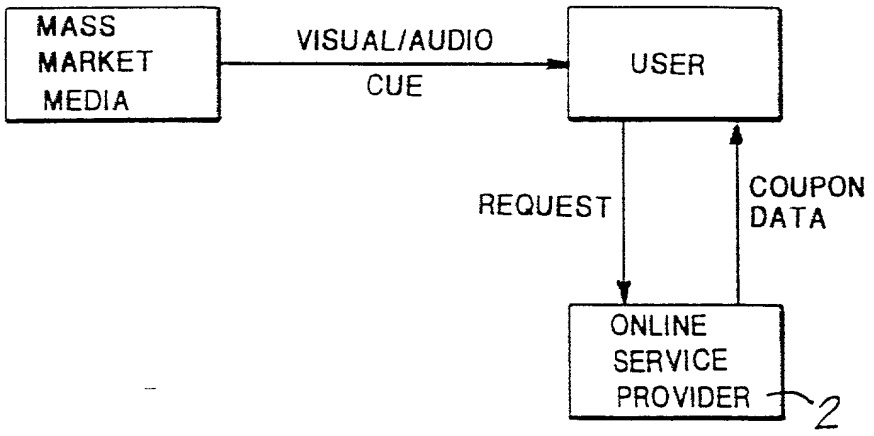
MASS MARKET MEDIA
VISUAL/AUDIO CUE
USER
REQUEST
COUPON DATA
ONLINE SERVICE PROVIDER
2

FIG. 7

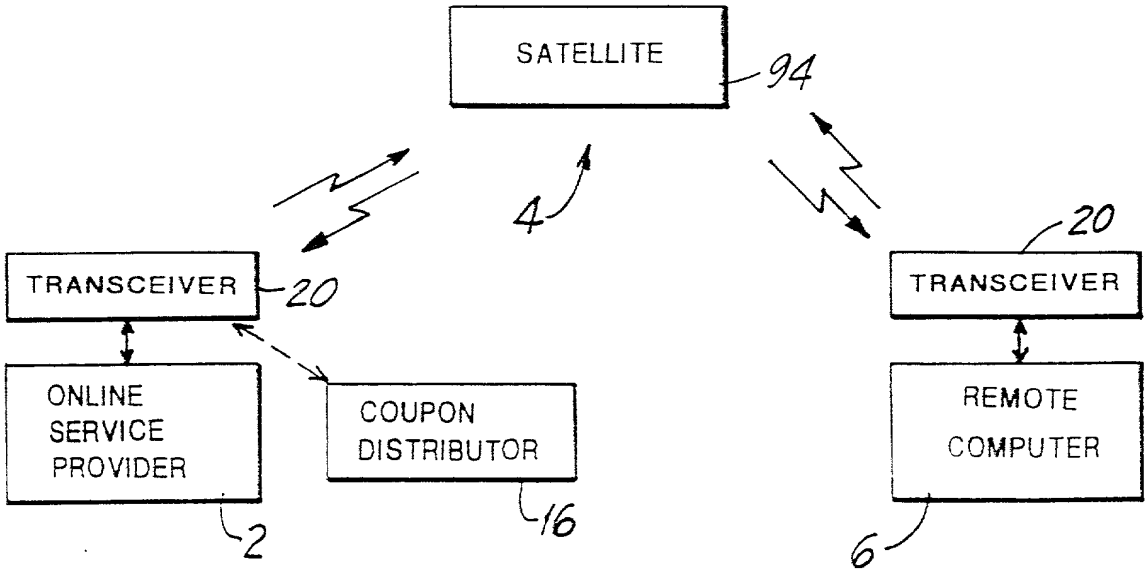
SATELLITE
94
4
TRANSCEIVER
20
TRANSCEIVER
20
ONLINE SERVICE PROVIDER
2
COUPON DISTRIBUTOR
16
REMOTE COMPUTER
6

FIG. 8

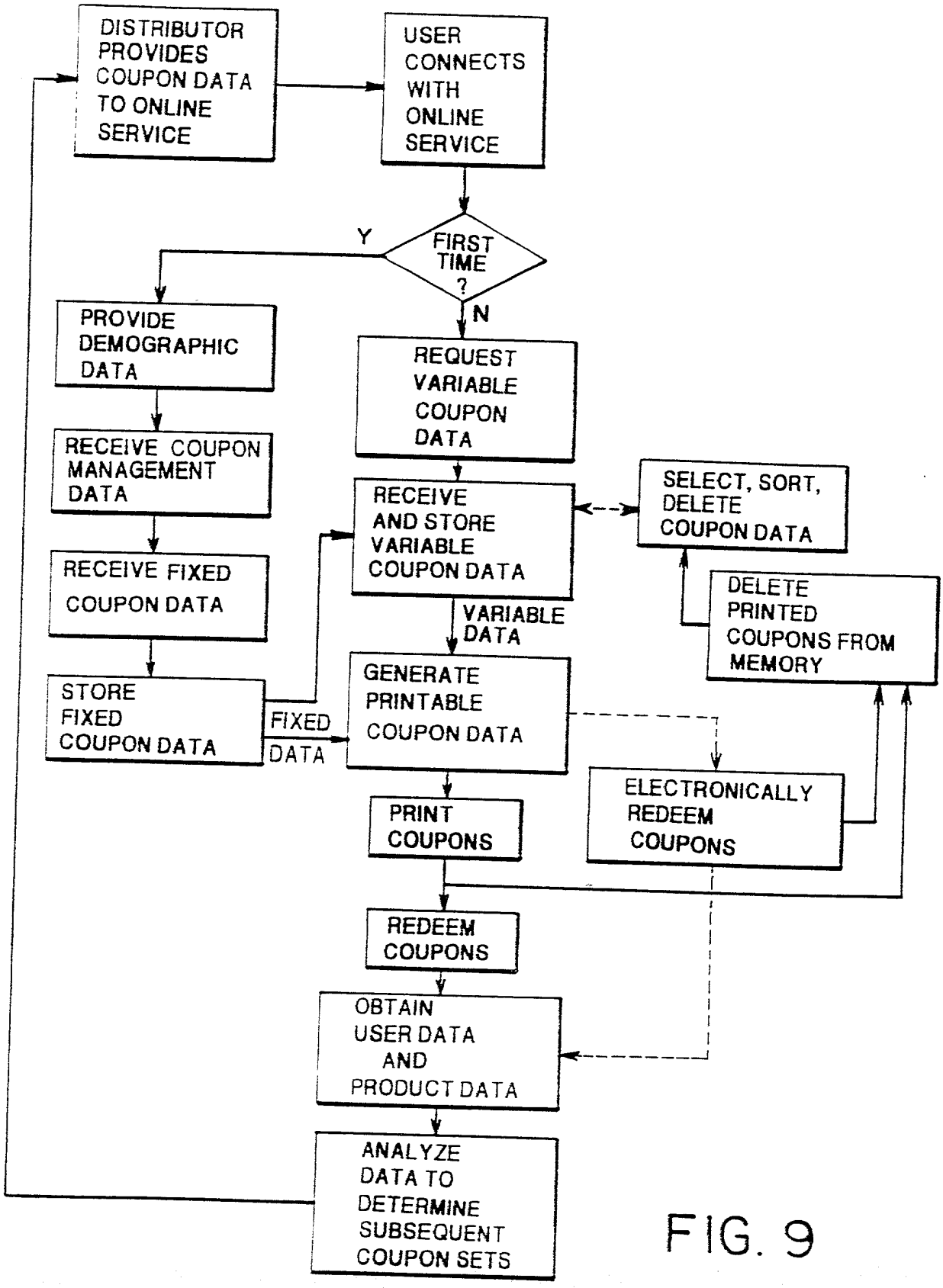
DISTRIBUTOR PROVIDES COUPON DATA TO ONLINE SERVICE
USER CONNECTS WITH ONLINE SERVICE
FIRST TIME ?
Y
N
PROVIDE DEMOGRAPHIC DATA
RECEIVE COUPON MANAGEMENT DATA
RECEIVE FIXED COUPON DATA
STORE FIXED COUPON DATA
REQUEST VARIABLE COUPON DATA
RECEIVE AND STORE VARIABLE COUPON DATA
SELECT, SORT, DELETE COUPON DATA
DELETE PRINTED COUPONS FROM MEMORY
VARIABLE DATA
FIXED DATA
GENERATE PRINTABLE COUPON DATA
PRINT COUPONS
ELECTRONICALLY REDEEM COUPONS
REDEEM COUPONS
OBTAIN USER DATA AND PRODUCT DATA
ANALYZE DATA TO DETERMINE SUBSEQUENT COUPON SETS

FIG. 9

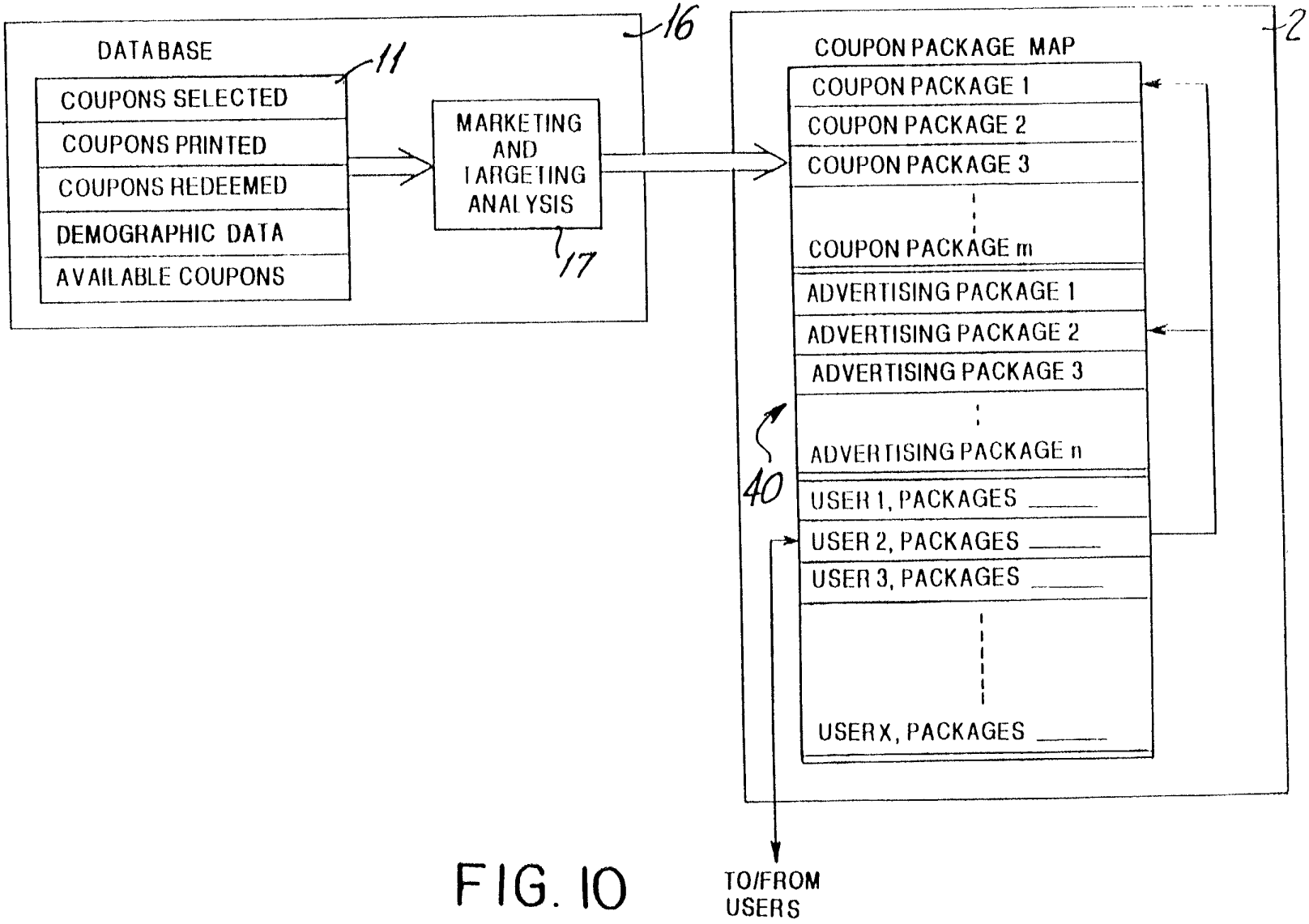
DATABASE
16
11
COUPONS SELECTED
COUPONS PRINTED
COUPONS REDEEMED
DEMOGRAPHIC DATA
AVAILABLE COUPONS
MARKETING AND TARGETING ANALYSIS
17
COUPON PACKAGE MAP
2
COUPON PACKAGE 1
COUPON PACKAGE 2
COUPON PACKAGE 3
COUPON PACKAGE m
ADVERTISING PACKAGE 1
ADVERTISING PACKAGE 2
ADVERTISING PACKAGE 3
ADVERTISING PACKAGE n
40
USER 1, PACKAGES
USER 2, PACKAGES
USER 3, PACKAGES
USERX, PACKAGES
TO/FROM USERS

FIG. 10